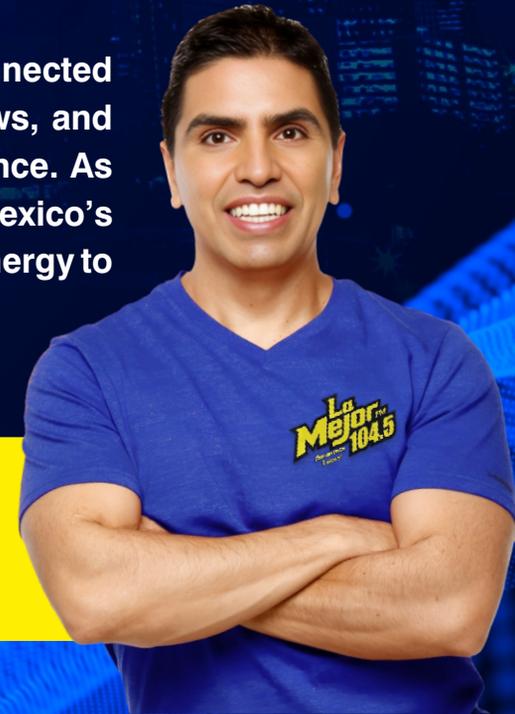


Welcome to
"La Mejor" 104.5 FM
**Houston's Regional
Mexican Powerhouse**

La Mejor 104.5 FM is Houston's most exciting and culturally connected radio station, delivering the best of Regional Mexican music, news, and community-driven content to a loyal and growing Hispanic audience. As part of the legendary "La Mejor" brand that has dominated Mexico's airwaves for years, our station now brings that same passion and energy to Houston one of the top five Hispanic markets in the U.S.



 **La Mejor 104.5**

 **La Mejor 104.5**

 **La Mejor 104.5 Official**

 **(832)-338-2350**

 **www.lamejordigital.com**

WHO WE ARE

La Mejor 104.5 FM is more than just music, it's the voice of a community. We serve a vibrant, multi-generational Hispanic audience through a mix of hit-driven Regional Mexican music, dynamic personalities, and exclusive events that drive deep audience engagement.



ON-AIR TALENT LINEUP

- ✔ Morning Show – Julio “El Gato” Espinoza (6:00 AM – 10:00 AM)
- ✔ Rebeca Garza | 10:00 – 12:00 PM (Noon)
- ✔ El Piolín | 12:00 PM – 4:00 PM
- ✔ Jaz y Piro | 4:00 PM – 8:00 PM

FORMAT: Regional Mexican – Banda, Norteño, Corridos, Rancheras, and more
LANGUAGE: Spanish
BROADCAST AREA: Greater Houston Metro Area



Who Listen to La Mejor 104.5 Fm



AGE DISTRIBUTION

12-17: 6%
18-24: 5%
25-34: 26%
35-44: 29%
45-54: 11%
55 and older: 23%

EMPLOYMENT

54% full-time employees
25% Managers/Supervisors
19% sales or office roles

INCOME

58% Earn \$35,000+
31% Earn \$50,000+
11% Earn \$75,000+

GENDER

Male: 66%
Female: 34%

FAMILY STRUCTURE

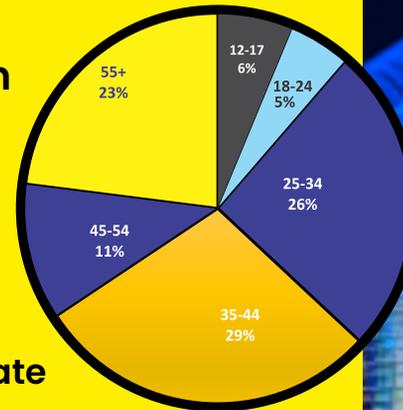
37% Have 2 or more children
21% have one child
42% have no children

HOUSING

50% Homeowners
45% Renters

EDUCATION

45% High School Graduate
19% College Degree
13% Hold Multiple Higher Education Degrees



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WHY ADVERTISERS CHOOSE LA MEJOR

TRUSTED. LOCAL. EFFECTIVE

Industry Insights from Nielsen, Scarborough & Miller Kaplan:

- ✓ Radio reaches 97% of Hispanic adults weekly - more than TV or streaming. **(Nielsen)**
- ✓ Hispanic radio listeners are more loyal to brands that advertise in Spanish. **(Scarborough)**
- ✓ AM/FM captures 90% of in-car ad-supported listening. **(Edison Research)**
- ✓ Radio consistently delivers top-tier Return on Ad Spend (ROAS) in retail, auto, insurance, and service industries. **(Miller Kaplan)**



WHY ADVERTISERS CHOOSE LA MEJOR

- ✓ Houston is one of the Top 5 Hispanic markets in the United States.
- ✓ Regional Mexican is the #1 Spanish-language radio format nationwide.
- ✓ La Mejor 104.5 FM reaches thousands of engaged listeners daily, with unmatched authenticity and community presence.

 La Mejor 104.5

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PARTNER WITH US

Advertising Opportunities

- ✔ On-Air Commercials (30s, 60s)
- ✔ Sponsorships (segments, Shows, traffic, weather)
- ✔ Event Activations & Live Remotes
- ✔ Social Media & Digital Integration
- ✔ Bundle Campaigns with Local Promotions

LET'S GROW TOGETHER

When you advertise on La Mejor 104.5 FM, you're not just buying airtime—you're investing in a relationship with the most influential and culturally aligned hispanic audience in Houston.



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Contact:
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